

## ABSTRACT

One aspect of the invention can selectively display a web page on a fixed resolution screen at first or second scale view. The second scale view has a smaller column width, but a font size that is larger relative to the column width. Both views displays a string using fonts that are optimized for their display resolution. Another aspect of the invention is similar, but is not limited to use on a fixed resolution display and it allows a user to select to change image size, column width, and relative font size as group. The first and second aspects of the invention can be combined. Image size and horizontal displacements can also be scaled. A third aspect of the invention displays a web page on a fixed pixel resolution screen with the width and horizontal displacement of a column scaled down, and with pixel optimized fonts.